Google Scholar BETA

adwords [Search]

Scholar All articles Recent articles

Results **11 - 20** of about **261** for **adwords**. (0.15 seconds)

All Results

C Hoede
A Mehta
X Liu
J Feng
V Vazirani

Engine Receives Results From
P Per, BP Per, D Hit - citysoft.com
... Uses Inktomi, Google **AdWords** for featured listings. No Add URL Page of it's
own. ... **AdWords** is a Pay-Per-Bid service for high placement. ...
View as HTML - Web Search

Full record - group of 2 »
C Manara - doaj.org
... Title: Quelques mots sur les contrats de vente de mots (Observations sur la
condamnation judiciaire en France de Google pour son système **Adwords**). ...
Cached - Web Search

Googled: the quest for visibility on the Internet - group of 4 »
K Beckwith - Learned Publishing, 2003 - beckwith.demon.nl
... Galayaa has tried out Google's **AdWords** as a way to get noticed. Does it work? ...
So, I was interested to read about Google's **AdWords** campaign. ...
View as HTML - Web Search - BL Direct

The Virtuous Search Engine»
M CHARSKI - Interactive Week, 2001 - mindycharski.com
... "Premium Sponsorships" appear in a shaded box atop the search results and **"AdWords"**
appear in a shaded box to the right of them; both are labeled "sponsored ...
View as HTML - Web Search

Case study Multi-channel marketing in the retail environment - group of 3 »
DL Duffy - Journal of Consumer Marketing, 2004 - emeraldinsight.com
... Two leaders in search term marketing are Google **Adwords** and Overture. ... We reviewed
their use of search term marketing using Google **Adwords** and Overture. ...
Web Search - BL Direct

Comparison of allocation rules for paid placement advertising in search engines
J Feng, HK Bhargava, D Pennock - Proceedings of the 5th international conference on ..., 2003 -
portal.acm.org
... (which is a paid place- ment broker for Internet portals, search engines, and other
sites) and the search engine Google (via its **AdWords** pro- gram); other paid ...
Cited by 4 - Related Articles - Web Search

Search Engine Marketing: Why it Benefits Us all - group of 2 »
DC Green - Business Information Review, 2003 - bir.sagepub.com
... portal and ISP sites, although Google does also provide its **Adword** paid listings ...
Google to offer its own pay- for placement service, Google **Adwords**, in 2000. ...
Related Articles - Web Search - BL Direct

[CITATION] Gerangel an der Bande. Google **AdWords**–Werbung mit Risiken
J Bager - c't. Nr, 2004
Cited by 1 - Related Articles - Web Search

Computers and Internet-Seek and Ye Shall Be Fined
D Flint - Business Law Review, 2004 - ingentaconnect.com
... addition to its search engine service, Google France had a pay service under

the names "**Adwords**" and "Premium Sponsorship" - a service ...
<u>Web Search</u> - <u>BL Direct</u>

<u>Strategien zur Erkennung von Betrug in der Onlinewerbung</u>
A der Arbeit - diplom.de
... Mit der Einführung von **AdWords** durch den Suchmaschinenbetreiber Google wurde
das System perfektioniert und für jedermann leicht einsetzbar. ...
<u>Web Search</u>

◀ Gooooooooooogle ▶

Result Page: **Previous** <u>1</u> **2** <u>3</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u> <u>8</u> <u>9</u> <u>10</u><u>11</u>   **Next**

| adwords | Search |

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"Google adwords" "press release" 2002   Search | Advanced Search
                                                        Preferences

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Web

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Search Engine Review 2002, Top Searches, Google Launches Shopping ...
Search Engine Review **2002**, the Top Searches by Users, Google Launches New
Shopping ... such as **Google's AdWords**. Lycos is offering the inclusion of this new ...
www.submitexpress.com/newsletters/jan_30_03.html - 55k - Cached - Similar pages

ClickTracks Announces Click Fraud Combat Credit for Google Class ...
... a $1000 credit towards software that helps **Google AdWords** users identify past ... **2002**
were sent a court-ordered notice indicating the right to claim a ...
www.primezone.com/newsroom/news.html?d=100114 - 15k - Oct 16, 2006 -
Cached - Similar pages

Google Press Center: **Press Release**
... search technology has powered web search results for AOL since May **2002**. ... AOL
Canada Inc. "The **Google AdWords**™ program has redefined the business of ...
www.google.ca/press/pressrel/aol_ca.html - 10k - Cached - Similar pages

Google AdWords:
Google AdWords news, AdWords API, and general Google PPC topics.. The Google
World **Google ... press release**, 1, RBuzz, 10:33 am on Sep. 30, **2002** (utc 0) ...
www.webmasterworld.com/forumv4.cgi?page=171&forum=81 - Similar pages

Free Online **Google AdWords** Course Launched
Press Release Summary = **Google AdWords** expert announces the launch of a ... **Google
AdWords** has taken the business world by storm since its launch in **2002**. ...
express-**press-release**.com/25/Free%20Online%20Google%20AdWords%20Course%
20Launched.php - 39k - Cached - Similar pages

How To Create A Successful **Google AdWords** Campaign For Free
Press Release Body = Toronto, Ontario July 6, 2006 -- **Google AdWords** has taken the
business world by storm since its launch in **2002**. ...
express-**press-release**.com/27/How%20To%20Create%20A%20Successful%20Google%
20AdWords%20Campaign%20For%20Fre... - 38k - Cached - Similar pages

Search Engine Showdown Blog: September **2002** Archive
Sep 10, **2002**: AltaVista issued a **press release** about their search engine ... to include
regular search results and ads from **Google's AdWords** database on ...
www.searchengineshowdown.com/blog/**2002**/09/ - 35k - Cached - Similar pages

Google Adwords - but what else on a small budget? - SoftwareCEO ...
You can put out a **press release** for free if need be on services such as PRWEB.com ...
Moderator. Join Date: Jul **2002**. Location: Worcester, MA. Posts: 124 ...
www.softwareceo.com/forums/showthread.php?t=1632 - 64k - Cached - Similar pages

Open Directory - Computers: Internet: Searching: Search Engines ...
(April 29, 2004); Google Introduces New Features - **Press release** about new ... opaque
policies regarding **Google's Adwords** program hurts Google's reputation. ...
dmoz.org/Computers/Internet/Searching/Search_Engines/Google/News_and_Media/ - 29k -
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2006 » January » eWhisper.net
Press Release traffic would be the lowest conversion among all sources. ... However;
Google AdWords by far made up the most conversions among PPC traffic. ...

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www.ewhisper.net/2006/01/ - 51k - Cached - Similar pages

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Scholar All articles Recent articles

Results **11 - 20** of about **36** for **"Altavista discovery"**. (0.07 seconds)

Doing Online Ethnography - group of 2 »
M Guimarães Jr - websm.org
... searching by colour or even visually. Both log files and diary were indexed
using **Altavista Discovery**, a program that allows very ...
Related Articles - View as HTML - Web Search

The imvisible Infernet
G Flan - ieeexplore.ieee.org
... desktop in today's era of the visible Internet, for instance, I use a
generic application such as **AltaVista Discovery**. However, ...
Related Articles - Web Search

[PS] Web SERF - group of 3 »
K Johnstone - 1998 - cs.jcu.edu.au
Page 1. W EB SERF Web Search Engine Results Filter for Intelligent Information
Retrieval from the World Wide Web Thesis submitted by K AREN J OHNSTONE ...
View as HTML - Web Search

Haystack: per-user information environments - group of 7 »
E Adar, D Kargar, LA Stein - Proceedings of the eighth international conference on ..., 1999 - portal.acm.org
Page 1. Haystack: Per-User Information Environments Eytan Adar David Karger
Xerox Palo Alto Research Center MIT Laboratory for Computer ...
Cited by 72 - Related Articles - Web Search

WebStress: a web interface to explore a multidatabase bibliographic corpus on occupational stress - group of 3 »
E NAUER - Work & Stress, 2000 - Taylor & Francis
... servers (http:} } www. excite.com} navigate), or **AltaVista Discovery** (http:} }
discovery.altavista.com). 4.4. Multilingual access ...
Cited by 1 - Related Articles - Web Search - BL Direct

Intelligent Information Retrieval in a Digital Library Service - group of 2 »
G Semeraro, F Abbattista, N Fanizzi, S Ferilli - DELOS Workshop: Information Seeking, Searching and Querying ..., 2000 -
ercim.org
... Furthermore, the search in the user's PDL has been conducted by means of **AltaVista**
Discovery, that is a search engine for personal computer used in order to ...
Related Articles - View as HTML - Web Search

Navigation, Organization and Retrieval in Personal Collections of Email - group of 2 »
BM Gross - University of California Berkeley, 2002 - peach.mie.utoronto.ca
... A few third party applications, such as **Altavista Discovery**, Enfish Onespace
and Glimpse, can be used to index email collections. ...
Cited by 1 - Related Articles - View as HTML - Web Search

The role of IT in capturing and managing knowledge for organisational learning on construction ...
MB Patel, TJ McCarthy, PWG Morris, TMS Elhag - Proceedings of Construction Information Technology (CIT 2000 ..., 2000 -
itc.scix.net
... Much can be done with existing common & low-cost systems eg.Windows + Office + Outlook,
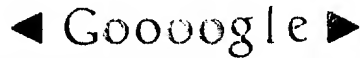**AltaVista Discovery** for full text search of all documents and e-mails ...
Cited by 4 - Related Articles - Web Search

Linear Discriminant Text Classification in High Dimension - group of 7 »

A Kornai, JM Richards - Abraham and M. Koeppen (eds): Hybrid Information Systems ..., 2002 - people.mokk.bme.hu
... of granularity, the linear classifier already cuts down by half (WHOART) to three
quarters (COSTART) the error rates obtained with **AltaVista Discovery** and with ...
Cited by 1 - Related Articles - View as HTML - Web Search

Internet Gambling and Pornography: Illustrative Examples of the Psychological Consequences of ... - group of 3 »

SA King - CyberPsychology & Behavior, 1999 - liebertonline.com
... One gambling site had an add banner on **AltaVista Discovery**, a new search
tool from one of the most recognized names in Web searching. ...
Cited by 30 - Related Articles - Web Search - BL Direct

"Altavista discovery"   Search

Google Home - About Google - About Google Scholar

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Getting Attached

Home Office Computing, Dec, 1998 by David Haskin

Five under-S60 solutions for sending your files through cyberspace without a scratch

For home-based workers, the ability to send and receive wordprocessing, spreadsheet, and other files via e-mail is indispensable. But unless everyone you know uses the same PC and software as you do, the word that more readily comes to mind is "incompatible." Following are five less-than-$60 solutions for common file attachment troubles. The products listed here all work with popular e-mail packages such as Qualcomm's Eudora Pro and Microsoft Outlook and Outlook Express.

Problem: I can't tell what's in an attachment.

Solution: Quick View Plus 4.5

Quick View Plus (Inso, 888-271-4676, www.inso.com; $59) displays the contents of an e-mail attachment even if you don't have the application that created it. You simply right-click on the attachment icon in the message and select Quick View Plus from the menu. The file's contents will appear in a window, from which you can print the document or copy and paste portions into other programs. Quick View Plus also lists the files stored within compressed attachments such as ZIP files. If you right-click on a specific file within that list, Quick View Plus displays its contents. The utility can also decompress files--and, besides working with e-mail attachments, Quick View Plus works with files displayed in Windows Explorer.

Problem: Somebody sent me an attachment created on a Mac--but I use Windows.

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Solution: Attachment Opener 2.0

Attachment Opener (DataViz, 800-733-0030, www.dataviz.com; $50) works like Quick View Plus, enabling you to quickly view, print, copy, and decompress e-mail attachments created in applications you might not have on your PC. It doesn't display quite as many types of DOS and Windows files as Quick View Plus, but it supports more Macintosh formats, such as ClarisWorks and WordPerfect for the Macintosh.

Problem: I can't find a specific attached document.

Solution: AltaVista Discovery 1.0

Say you exchange lots of word processing attachments with a colleague and must quickly find one document in particular. Both Quick View Plus and Attachment Opener display contents of individual attachments, but neither searches through all your attachments for specific words. Compaq's AltaVista Discovery (discovery, altavista.com) lets you launch searches of the Web, of files created by applications such as your word processor, and of the contents of attachments. After you search, AltaVista Discovery displays the results of your query in your browser. From there, you can launch the application that created the file or use a product like Attachment Opener to view its contents. Remarkably, this useful tool is a free download.

Problem: Compressing and e-mailing multiple files takes way too much time.

Solution: E-MailZIP Deluxe 4.0

Ordinarily, when you need to send a dozen files to a colleague, you first create a compressed file using a utility such as Niko Mak Computing's -- WinZip. Then you open your e-mail program, find the compressed file you just created, and attach it to a message. To streamline that process, E-MailZIP Deluxe 4.0 (JE Software, 800-431-1348, www.jesoftware.com; $29.95) offers a Windows Explorer-like interface in which you simply select files to compress, add an address, and click a button to send the file. The program has a few rough edges: For instance, it doesn't have an address book, so you must type addresses manually or select them from a list of those you've previously used. But this try-before-you-buy shareware program is a real timesaver if you frequently e-mail compressed files.

Problem: I'm afraid that virus-infected attachments will destroy my system and data.

Solution: An antivirus program

Some people make it a rule not to open file attachments from anyone they don't know, but even that's not a guarantee against infection. The best protection is an antivirus program, such as McAfee VirusScan (Network Associates, 800-338-8754, www.nai.com; $40) or Norton AntiVirus (Symantec, 800-441-7234, www.symantec.com; $50), which scans e-mail attachments for hidden nasties.

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Replacements for AltaVista Discovery?

Posted by Cliff **on Thu Jun 14, '01 01:43 AM**
from the searching-thru-your-docs-irregardless-of-format dept.

Daniel Ashton asks: *"AltaVista Discovery was a wonderful tool for indexing files on one's own hard drive. I have most of O'Reilly's CD Bookshelves copied to my hard drive, along with other documentation in HTML or PDF format, and AltaVista Discovery indexes it all. Finding information on Perl syntax or Unix utilities or Java APIs is as easy as entering the keywords in Discovery's search toolbar. A web browser opens with a list of hits and summaries. Unfortunately, Discovery was both 1) single-platform and 2) discontinued. As I anticipate installing a new OS on my machine, I dread loosing this functionality. What alternatives exist? Are such tools available for Linux? For Win2K? Is there a file-format-reading toolkit that could be used to write a new indexer?"*
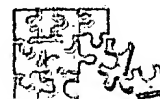
- **something like this in GNOME 2 but the Apples have**

(Score:1)
by johnjones (14274) on Thursday June 14, @07:40PM (#152362)
(http://www.johnjones.me.uk/ | Last Journal: Thursday May 23, @08:03PM)
a indexing app called medusa was going to be in gnome 1.4 but leaked file descripters so was put back to 2.0

.this does it so does MACOS-X has it built in infact so does MACOS-9

win2k does it but they have fudged the looking into files to only look inside MS format files so no PDF searching for you

basically I would recomend the apple Powerbook/(mac with LCD) if you are into docs and do lots of reading from the screen

linux is getting there and you can always just set up http dig or pay for a HTML serach util and interface through that after all that all you where doing before !

regards

john jones

- **Attempt number two-first was bugged to dif. Story**

(Score:2)
by JabberWokky (19442) <slashdot.com@timewarp.org> on Thursday June 14, @04:46AM (#152363)
(http://www.timewarp.org/ | Last Journal: Monday September 30, @09:49AM)

Punching "fm:search local" into Konqueror gives the following seemingly relevant matches:

http://www.hendriklipka.de/java/ldse.html
http://www.arco.de/~kj/harvest/
http://sourceforge.net/projects/king
http://www.nostalgia.pl/

King looks interesting, but I'm not going to do the rest of your research for you. Lazy ass.

--
Evan

- **Let the Truth Set You Free**

(Score:2)
by gmhowell (26755) <gmhowell@gmail.com> on Thursday June 14, @10:42AM (#152364)
(http://www.refundersrefuge.org/blog/ | Last Journal: Tuesday October 17, @12:21PM)
First of all, admit that you need a better pr0n archiver. Then we can talk...

- **Howto article**

(Score:1)
by Daddy Gravity (30483) on Thursday June 14, @08:52AM (#152365)
(http://delza.alliances.org)
David Mertz has an article Developing a full-text indexer in Python [ibm.com] which could help. You'll have to roll up your sleeves a bit, but python is as easy to work with as you're going to get in a programming language, and it has lots of libraries for various file formats.

- **Where Is It? utility for Windows**

(Score:1)
by zhamurai (229417) on Friday June 15, @12:50AM (#152366)
(http://www.zhamurai.com/)
There is a useful app for Windows 2K I use on a regular basis called Where Is It? (http://www.whereisit-

soft.com/). I primarily use it to catalog my CD-based media but also found it useful to index my 12Gbyte "research bank" of files on hard disk. It supports thumbnails and plug-ins. Check it out :-)

Hope this helps,

Andy

- **Just run your own web!**

  (Score:3)
  by sachachua (246293) <sacha AT free DOT net DOT ph> on Thursday June 14, @12:00AM (#152367)
  (http://sacha.free.net.ph/ | Last Journal: Sunday March 17, @12:30PM)
  Run a web server like Apache, organize all of your docs under it, and use a search engine to index and search it! =) It can be just for you, on your hard disk..

- ...

  (Score:1)
  by rudib (300816) on Thursday June 14, @02:54AM (#152368)
  (http://www.jawmail.org/)
  Just install Apache, put all of your docs into a subdir, then feed this to Mnogosearch [mnogosearch.ru] with some tweaked config files for PDF parsing. Ta-da!

-

Real wealth can only increase. -- R. Buckminster Fuller